

# **RJ REYNOLDS**

TOBACCO COMPANY

CCY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 24, 1998

RJR Account #281200  
Ms. N. Hibbert  
HIBBERT & McGEE, INC.

**MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266**

Dear Nancy:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **45** SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
3	Winston FF Box	12300-25252
3	Winston Light Box	12300-25253

Product / Premium Arrival: **April 13, 1998**

Ship Date to Retail: **Week of: April 27, 1998**

**Displays (Item #541085)**

SKU CUBE: **1.7500**

SKU WT (w/o Product): **3.7500 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$1,686.01**

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MAY .70¢ 2-Pack Tear Tape  
HIBBERT & McGEE, INC.

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST  
SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$84.00 (3 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: B. Cook  
L. E. MacWilliams

**Note to RJR Manager:**

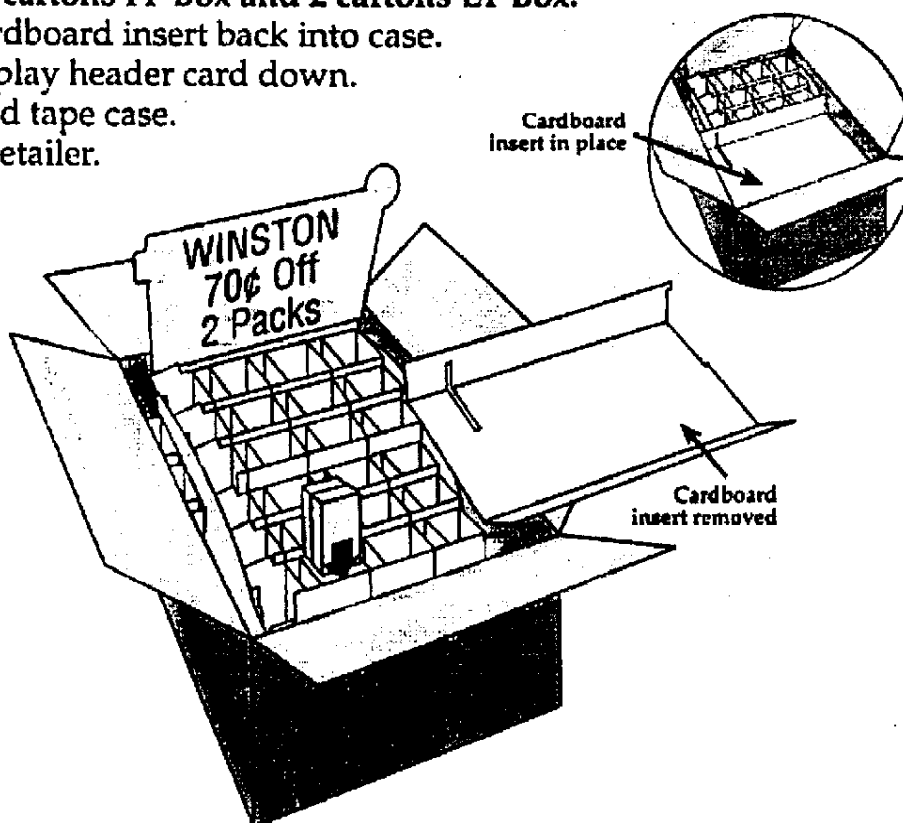
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

W70C-MAY.DOC

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**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****2ND QTR.'98****May WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541085 WINSTON May .70/2 PK Display Kit  
 Promotion Reporting Description: WIN May .70/2 PK

Brand Style						
Number of Cartons						

51852 1881

DEALER : 281200 HIBBERT & MCGEE, INC. <DIRECT>  
 PLATE : 800266 80500 WIN MAY .70/2 NO  
 PLATE SEQ : 0905  
 CS LEVEL : 16XXXX

ERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163828	760768	PARKER'S QUICK STOP	15 BERLIN ST	MONTPELIER	VT	05602	2				(802)229-9538
163801	163827	034813	ONE-STOP MINI MART	89 MAIN ST	NEWPORT	VT	05855	1				(802)334-2416
163801	163829	114083	CRACKER BARREL	RT 15	ESSEX CENTER	VT	05451	1				(802)878-8517
163801	163828	114119	MOUNTAIN RD MKT	344 MOUNTAIN RD	STOWE	VT	05672	1				(802)253-7010
163801	163828	114121	TOMLINSON'S STORE	BRIDGE ST	MORRISVILLE	VT	05661	2				(802)888-2694
163801	163827	367267	BOB'S QUICK STOP	RTE. 14	IRASBURG	VT	05845	1				(802)754-2104
163801	163828	381204	M & M BEVERAGE #02	12 MAIN ST	MONTPELIER	VT	05602	2		3598-0000		(802)229-9042
163801	163828	381213	M & M BEVERAGE #05	545 N MAIN ST	BARRE	VT	05641	1		3598-0000		(802)479-9040
163801	163829	400847	AIRPORT MOBIL	1801 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2794-0200		(802)863-3743
163801	163828	425670	M & M BEVERAGE #04	370 SO BARRE RD	SOUTH BARRE	VT	05670	1		3598-0000		(802)479-2045
163801	163827	434540	ORLEANS MINI MART	P.O. BOX 110	ORLEANS	VT	05860	1			127	(802)754-8576
163801	163829	448637	DORSET ST BEV CTR	364 DORSET ST	SOUTH BURLINGT	VT	05403	1				(802)863-8058
163801	163828	490439	MAPLEWOOD D LIMITED	BERLIN 4 CORNERS	BERLIN	VT	05641	1				(802)229-5291
163801	163827	549705	LYNDONVILLE REDEMPN	HCR 68	LYNDONVILLE	VT	05851	3				(802)626-8348
163801	163827	553297	DERBY CORN MINI MAR	RTE 5/MAIN ST	DERBY	VT	05829	1		2794-0200		(802)766-5141
163801	163827	556580	EAST MAIN MINI MART	1045 E MAIN ST	NEWPORT	VT	05855	1				(802)334-8460
163801	163828	571244	BARRE ST. BEVERAGE	79 BARRE ST	MONTPELIER	VT	05602	1				(802)223-2330
163801	163828	615885	DJ'S CORNER STORE	RT. 15 & 100C	JOHNSON	VT	05656	1				(802)635-7585
163801	163828	639423	QUALITY MARKET	155 WASHINGTON ST	BARRE	VT	05641	1			14134	(802)476-3401
163801	163828	652905	GRANITEVILLE GENERA	MAIN ST.	GRANITEVILLE	VT	05654	1			272	(802)476-5088
163801	163828	679263	TIM'S CONVENIENCE	RR 1	PLAINFIELD	VT	05667	1			333	(802)454-7111
163801	163829	704049	WAGGY'S DELI	98 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-4862
163801	163828	714935	M&A ENTERPRISES LTD	DEA M&M BEVERAGE	HARDWICK	VT	05843	1		2794-0200	483	(802)472-6881
163801	163827	749253	ORLEANS ONE STOP	115 MAIN ST	ORLEANS	VT	05860	1				(802)754-6568
163801	163828	759699	KWIK STOP & DELI	WOLCOTT STREET	HARDWICK	VT	05843	1			E	(802)472-646
163801	163827	760597	COLE'S MARKET	52 MAIN ST	ORLEANS	VT	05860	1				(802)754-6015
163802	163829	048330	DAYTON'S STORE	RT 116	EAST MIDDLEBUR	VT	05740	1				(802)388-3304
163802	163827	113702	BRADFORD VILL STORE	MAIN ST	BRADFORD	VT	05033	1				(802)222-4617
163802	163828	114238	RICHARDSONS STORE	MAIN ST	BETHEL	VT	05032	1				(802)234-9570
163802	163828	381203	M & M BEVERAGE #01	SALISBURY ST	RANDOLPH	VT	05060	2		3598-0000		(802)728-9197
163802	163828	490437	MCCULLOUGH'S QUIKSTO	RTE. 107	ROYALTON	VT	05068	1				(802)234-6260
163802	163828	760419	RINKER'S MOBIL	RTE 66	RANDOLPH	VT	05060	1		2794-0200		(802)728-3642

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